

## See Insert for Results of 2004 Citizen Survey!

### Changes in Polling Places for March 8 Election of Mayor, Council Seats, and Franchise Agreements

On **Tues., March 8**, registered Goodyear voters who did not vote early will go to the polls to elect a Mayor and three Council seats. Also on the ballot are franchise agreements between the City and APS and the City and Southwest Gas so these two companies can continue to provide service to our city and use our right-of-way for their infrastructure.

Five polling places will be open in Goodyear from 6 a.m. to 7 p.m. Some precincts are combined for this Goodyear-only election.

#### Precincts

Wildflower, Desert Edge, Cotton Lane, Perryville

Goodyear, Bolo

Estrella Mountain

Palm Valley

Eagles Nest, Tuscany Falls, Palmbrook

#### Polling Place

Desert Thunder School  
16750 W. Garfield St.

Goodyear Community Center  
420 E. Loma Linda Blvd.

Fire Station #2 at  
Estrella Mountain Ranch

Palm Valley Community Center  
14145 W. Palm Valley Blvd.

Arts/Crafts Building  
(Eagles Nest Country Club)  
3657 N. Clubhouse Dr.

### Goodyear City Store Now Open in City Hall



**Polo shirts, teddy bears, baseball caps and golf balls - all featuring the City of Goodyear logo - are now avail-**

**able for sale! Wear your City's logo with pride!**

**The City Store is located in City Hall's lobby, 190 N. Litchfield Rd. To see the items and their cost, visit our website at: [www.goodyearaz.gov/city\\_store](http://www.goodyearaz.gov/city_store).**

*Only credit cards and cash accepted. No checks please. All sales are final.*

### Goodyear Rodeo Days Welcomes Senior Pro Circuit - Feb. 25, 26, 27

Bucking horses, bulls with an attitude -- and some of the best cowboys and gals on the Senior Pro circuit will take over the Estrella Mountain Regional Park Rodeo Grounds during the Goodyear Rodeo Days, Feb. 25 - 27.

Friday from 10 a.m. to 2 p.m. is Slack Day. The only charge is park admission.

Saturday and Sunday's festivities begin at 2 p.m. Each day's intermission features a fun form of entertain-

ment. Following the Saturday performance, a BBQ dinner will be available for \$6 per person.

Rodeo admission each day is \$6 for adults, \$5 for military and seniors, and \$3 for children four to 12. Youngsters under 4 are admitted free,

Estrella Mountain Regional Park Rodeo Grounds is south of I-10. Take Estrella Parkway, go east on Vineyard and follow signs to the park entrance. For more information, call 623-932-2660.





**Mayor Jim Cavanaugh**

## Understanding Election Franchise Agreements

The March 8th Primary Election for Mayor and three City Council seats also requests voter approval of two franchise agreements. These franchise agreements may seem a bit vague, so I'd like to take this opportunity to explain what they entail.

For the past 25 years, the City of Goodyear has had franchise agreements with APS and Southwest Gas to deliver electrical and gas service, respectively, to our city. The approval of these franchise agreements will result in another 25-year agreement for these companies to be the primary providers of these utilities to Goodyear.

In order for them to provide these services they must construct and maintain infrastructure such as gas pipelines and electrical cables under and across city streets. As a part of these franchise agreements, for the privilege of using the City's right-of-way for this infrastructure, both APS and Southwest

Gas will continue to pay the City a franchise fee of two percent of the gross profits from Goodyear utility customers.

With all of this utility infrastructure under our streets, we often have to ask the utility companies to relocate their lines or pipes so we can improve or widen our streets such as during the recent work we did on Estrella Parkway. The utilities obviously incur an unexpected cost when relocating infrastructure and need to recover such costs.

The Arizona Corporation Commission (ACC) has generally required that utilities adjust their rate structure to recover these capitalized costs as well as the cost of amortizing this money over the 26 years of the franchise agreement. However, another way to finance these relocations is for the City to pay the utilities when they have to move infrastructure. To obtain the funds to pay the utilities for these relocations, the City would charge a sales tax on the utility service.

Charges for utility relocations will be less if they are not amortized over 26 years, saving Goodyear taxpayers significant dollars. For

this reason, the City has chosen to add a two percent sales tax in these two franchise agreements to cover relocation costs. **This additional two percent sales tax will appear on your gas and electric bills if the franchise agreements are approved.** Under this agreement, the utilities would not be allowed to ask the ACC for a base rate increase to cover infrastructure relocation costs.

The funds collected from this sales tax will be used to pay the utilities for relocations. If the collections exceed relocation costs, they may be committed to the long-term maintenance of our streets and for purchase of future right-of-way for road improvements.

Since these agreements will be in effect for the next 25 years, they are very important to the future of Goodyear. I hope this explanation helps you better understand what you are being asked to vote on when you go to the polls on Tuesday, March 8th.

### Goodyear City Council



(L to R): Sue Linney, Vice Mayor Dick Sousa, Fred Scott, Mayor Jim Cavanaugh, Rob Antoniaki, Ken Porter and Frank Cavalier.

### Council and City Calendar

City Council Regular Meetings and Worksessions are held at the Goodyear Justice Facility, 986 S. Litchfield Rd.

**Monday, Feb. 22 - 7 p.m.**  
Worksession

**Monday, Feb. 28 - 6 p.m.**  
Regular Meeting

**Monday, Mar. 7 - 6 p.m.**  
Special Meeting

**Tuesday, Mar. 8**  
Primary Election

**Monday, Mar. 21 - 6 p.m.**  
Special Meeting

**Monday, March 28**  
Worksession - 5 p.m.  
Regular Meeting - 6 p.m.

## Summary of Findings

### *What Goodyear residents said about the Quality of Life in our city:*

- Goodyear is a great place to live
- Excellent/good quality of life citywide and in their neighborhoods
- People feel very safe day and night
- Happy with quality of development
- Biggest problem facing Goodyear is growth and related issues such as traffic congestion
- “Managing the growth” by reducing traffic congestion and keeping up with the parks and recreation programs will make Goodyear more liveable
- Majority think we are still keeping up with growth



### *What Goodyear residents said about the Quality of City Services:*

- Currently, residents are **very** satisfied with City services overall
- Vast majority think City services are a good value for the tax dollar
- Most highly satisfied with trash, fire, and police services; the condition of our parks, our City code standards and how we communicate followed
- Least satisfied with traffic congestion, job attraction, recycling and public transportation
- Services they'd like to see us provide are libraries, recreation centers and senior services
- City does a great job of listening to residents and inviting their participation on issues



## 2004 Goodyear Citizen Satisfaction Survey Results

### **Methodology**

In the fall of 2004, random, in-depth telephone interviews were conducted with 401 Goodyear households by Behavior Research, Inc. The interviews were conducted on weekends and evenings to ensure that a cross-section of households were represented. The interviews took about 20-25 minutes and included more than 100 questions covering several subject areas.

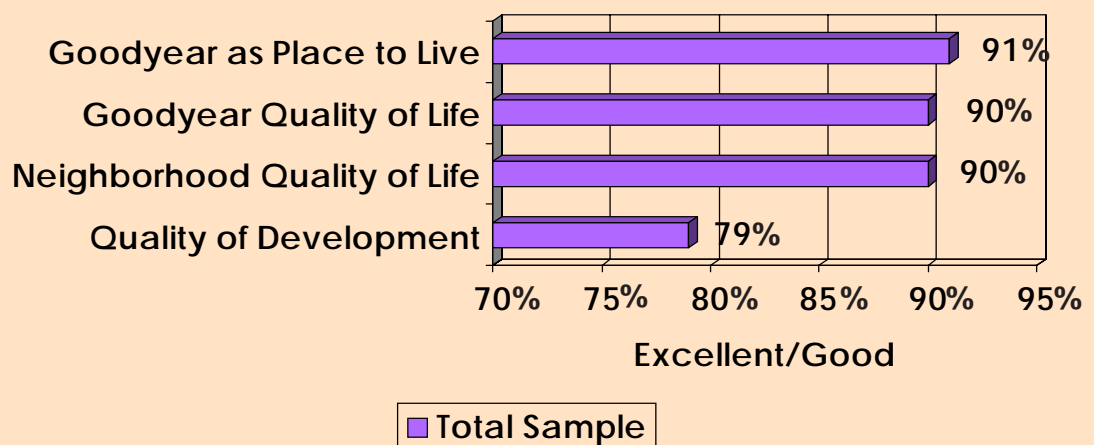
***The City of Goodyear  
extends its thanks  
to the 401 residents  
who gave their time  
to answer this survey.***



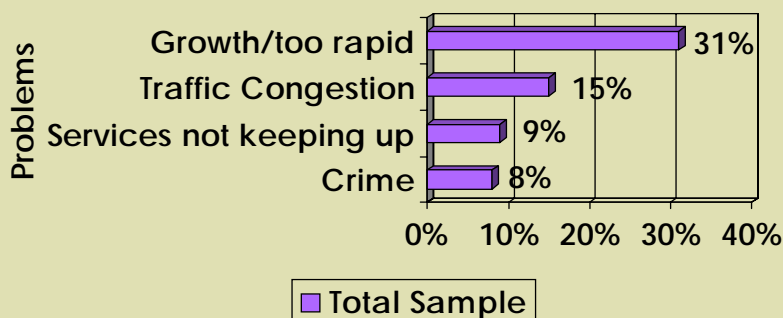
## Key Findings for Quality of Life Measures

Goodyear is viewed as a very attractive place to live with a positive rating of 91%. This level of approval is matched for the quality of life in Goodyear and in their individual neighborhoods (both 90%). The respondents' positive attitude towards the quality of development was somewhat lower, but was still rated quite high (79%).

### Quality of Life Ratings



### Main Problem City Faces



Survey respondents were asked to voluntarily name the most important problem facing the city today. Growth and growth-related issues were the key problems. When asked how to make Goodyear more livable, 15% named reducing traffic congestion and adding parks, 12% wanted more retail and 10% suggested slowing growth.

## Respondents feel very safe in Goodyear!

Almost everyone (98%) feel safe during the day and nearly as many (94%) feel safe at night as well!



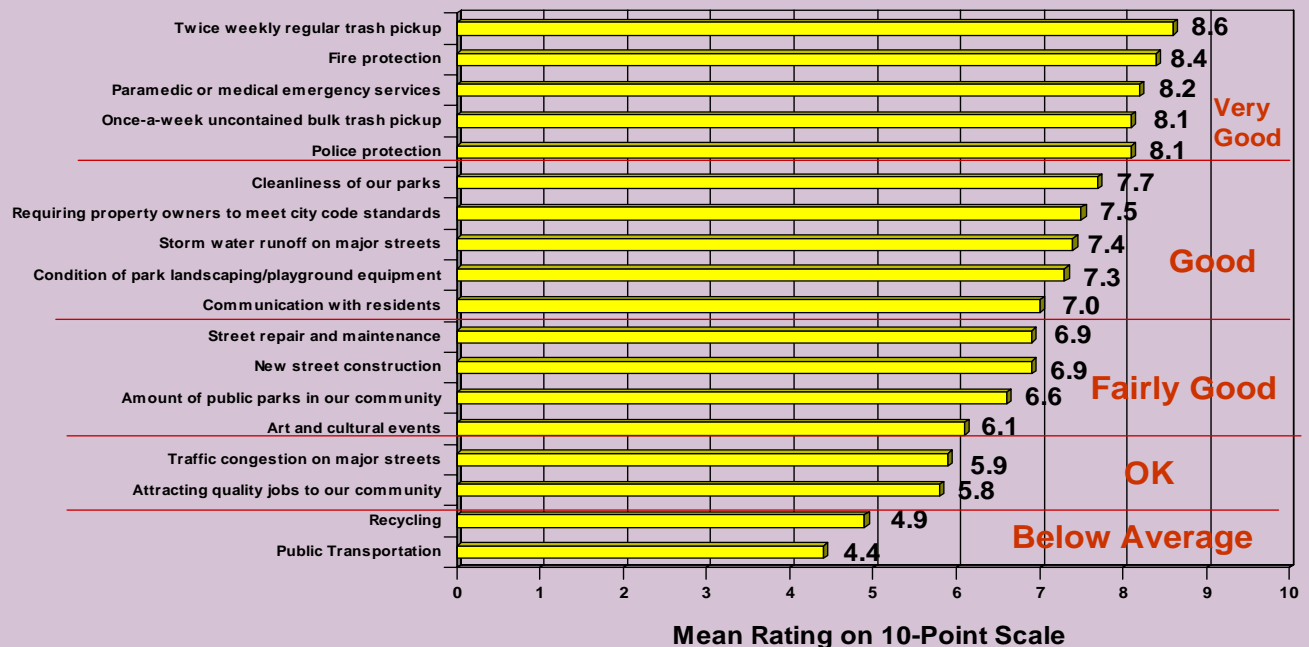
# Key Findings for Quality of City Services



The City of Goodyear received very high marks from residents for the services it provides, with better than nine out of ten residents (93%) indicating they are very satisfied with the City's overall performance on key City services.

Residents have the greatest satisfaction with the City's trash, fire and police services, followed by the condition of parks, code compliance standards, storm water runoff and communication with residents. Ratings showed that improvement is needed in traffic congestion and public transportation, attracting jobs to eliminate long commutes, and recycling.

## HOW WELL CITY PROVIDING CURRENT SERVICES (1 = Poor Job, 5 = Average Job, 10 = Excellent Job)



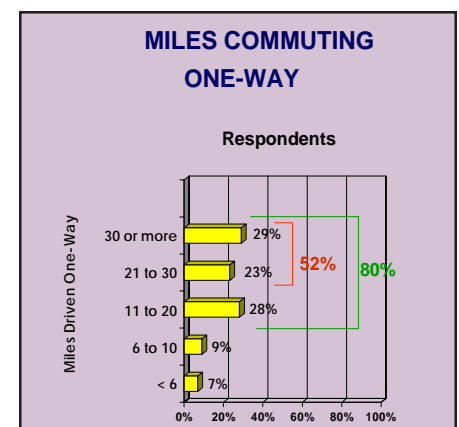
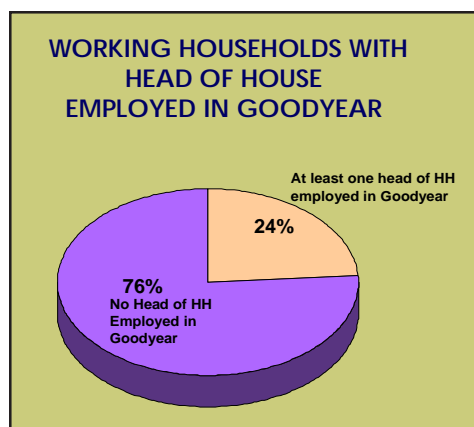
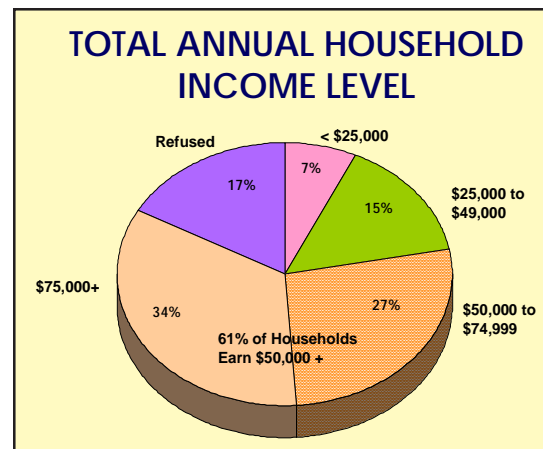
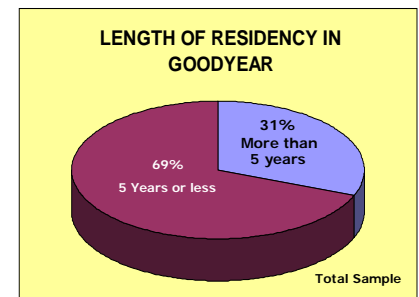
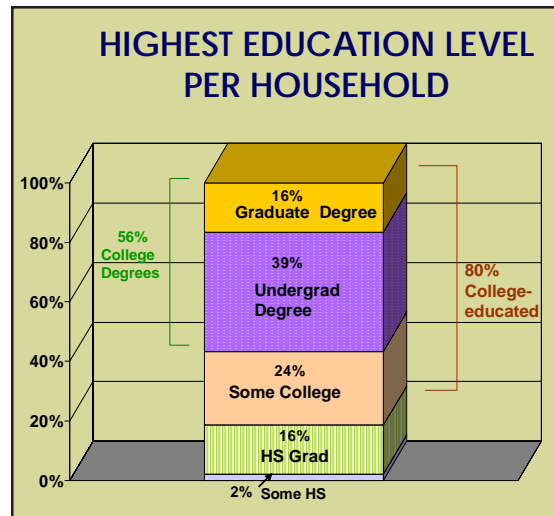
The vast majority (80%) of respondents feel the City services they are receiving are an "excellent/good" value for their tax dollars!

## Demographics of our residents . . .

- Approximately 43% live in North Goodyear (north of I-10), 37% in Central (south of I-10 and north of Gila River), 20% live in South (south of river)
  - Over 2/3 have lived here 5 years or less
- Most heads of household (60%) are under 50 years of age
- Almost half have children at home; majority of children are under 12
- Vast majority (80%) of households are headed by college-educated adult
  - 56% of households are headed by resident with a college degree
- Two-thirds of households make over \$50,000 annually
  - 50% of households make over \$75,000 annually
- At least three-quarters of households have someone commuting out of Goodyear to work each day
  - Over half drive more than 20 miles one way

## Key Demographics

The majority of Goodyear's residents are new to the City in the past five years. The population is **very** well educated with high incomes. Most work and commute out of Goodyear an average of about 40 miles roundtrip.



For more information about the 2004 survey results, call the Public Information Office, 623-882-7820 or visit our website: [www.goodyearaz.gov](http://www.goodyearaz.gov)

## Bring the Family to the Tres Rios Nature Festival

March 12 - 10 am to 6 pm

March 13 - 10 am to 4 pm

Estrella Mountain Regional Park

Enjoy a beautiful Goodyear spring day and learn about the place we call "Tres Rios," the site where three rivers, the Agua Fria, Salt and Gila, meet. This two-day event is a great family excursion right in Goodyear! This festival celebrates our rivers, wildlife, history and heritage.

- Visit the extensive children's area with hands-on crafts, live wildlife, educational displays and activities.
- Listen and talk to experts about wildlife, the outdoors and the rich history of the area!
- Take a beginning bird walk or more advanced wildlife watching tour.
- Shop the many vendors and enjoy great food and entertainment!
- Free Fishing Clinic for kids/youth

Festival admission is \$10 per car. For info: [www.tresriosnaturefestival.com](http://www.tresriosnaturefestival.com).

## Spring Household Hazardous Waste Disposal Day - April 2

**Start collecting now!**

For more information go to: [www.goodyearaz.gov](http://www.goodyearaz.gov) or call Public Works at 623-932-1637.

## Attention All Goodyear Residents! We Need Your Ideas and Vision To Design Our New Park



All Goodyear residents are invited to help design a new 35-acre public park that will be built in multiple phases in the southern region of our city adjacent to Estrella Foothills High School. The park will be available for all Goodyear residents to use.

Goodyear is hosting this design workshop on three successive nights - March 1, 2 and 3 from 6 to 8 p.m. at Estrella Foothills High School, 13033 S. Estrella Parkway. We hope you can participate in all of these meetings because each night serves a different purpose and they all form a

concentrated progression of events. Even if you can't come to all three meetings, we hope you can attend at least one, so we can have your input!

**March 1** - Residents will be asked to provide a list and priority of desired recreation uses and amenities for the park.

**March 2** - Residents will be asked their opinions about the recreation uses that were suggested on March 1, their best locations within the site and their phasing priorities. *Overnight, the park designers will turn these ideas into several master plan concepts.*

**March 3** - The master plan concepts will be on display for residents to help choose the best concept, take parts from the several concepts, or form a new concept that will become the basis for the draft master plan.

For more information, contact: Al Gonzales at 623-882-7503 or email: [agonzales@goodyearaz.gov](mailto:agonzales@goodyearaz.gov).

## Goodyear Citizen Police Academy Begins March 29th! Sign Up Now!

The Citizen Police Academy is designed to develop citizen awareness and understanding of the role of law enforcement.



This FREE, 11-week class includes a tour of jail and police facilities, role-playing scenarios, firearm simulated

training, constitutional law, self-defense activities, and demonstrations by specialized police units. Graduates will be better informed citizens and be in a position to relate their experiences to friends and co-workers.

- Week 1 – Overview of the Academy
- Week 2 – Communications
- Week 3 – Patrol Procedures
- Week 4 – Constitutional and Criminal Law
- Week 5 – Safety Awareness
- Week 6 – K-9 Demonstration
- Week 7 – Defensive Tactics/Self-Defense

- Week 8 – Deadly Force Encounters
- Week 9 – DUI Traffic Enforcement/Motors
- Week 10 – 4<sup>th</sup> Street Jail Tour
- Week 11 – Graduation!

There is no fee for the classes. Shirts and certificates are awarded upon successful completion of the academy.

Please contact Anna Ybarra or Sherry Giese for information or an application - 623-932-1220 or e-mail: [aybarra@goodyearaz.gov](mailto:aybarra@goodyearaz.gov) or [sgiese@goodyearaz.gov](mailto:sgiese@goodyearaz.gov).

## Parks Worker Named 2004 Employee of Year



Council Member Ken Porter; Gene Henson, winner of 2004 City Manager's Award and Public Works Employee of the Year; City Manager Stephen Cleveland; PW Staff Assistant Alice Davis, award presenter; and Public Works Director Cato Esquivel.

Gene Henson, Parks Worker II, received the City Manager's "Award of Excellence for 2004." The recipient is chosen from the six employees who received Departmental Employee of the Year awards. Henson was the 2004 Employee of the Year from *Public Works*.

Gene received this honor because he is someone who really exemplifies a passion for customer service, fortitude, courage

and a great work ethic. A precise, meticulous Public Works employee, his work is fast and accurate. Gene has many talents that have helped the Parks Division keep the parks in Goodyear looking great. He comes to work early and has never shied away from long work hours, weekends away from home, and all the other inconveniences he has endured during his tenure.

He has continued to drive ahead despite dealing with and suffering alongside his wife as she has battled with serious illness for the past two years. Throughout these challenges, Gene remains consistently pleasant, tackling all assignments with a smile. His overwhelmingly positive attitude allows him to get along with everyone, which in turn motivates his coworkers to do whatever it takes to get a job done.

Other 2004 Departmental Employees of the Year are:

- GIS Technician Kory Fewell, *Community Development Services*
- ITS Network Administrator Keith Elder, *Support Services*
- Utility Technician III Arnold Coronado, *Water Management*
- Police Officer Curtis Mott, *Police Department*
- Fire Captain/EMT Damien Morrison, *Fire Department*

## Census Workers Needed for 2005 Census Survey Tasks

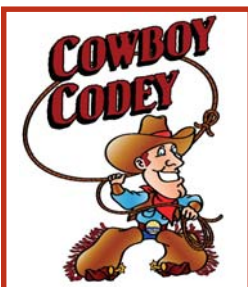
A fast growing city like Goodyear will benefit greatly from the increased population counts that will be determined by the mid-decade 2005 census. The City will receive more revenue annually because state-shared revenues are based on population figures. Increased revenues can be used to help provide services to Goodyear residents.

The Census Bureau has begun recruiting and hiring workers for the census survey. It is currently seeking 400 workers to update address listings in May 2005. In October, they will hire another 400 workers to conduct the personal visits to the respondents who did not complete a questionnaire by mail or phone.

The pay for the census jobs starts at \$11.50 per hour. If you are interested, please call 602-256-3225.

## Job Openings

Visit the City of Goodyear Web site at [www.goodyearaz.gov](http://www.goodyearaz.gov) or call the City's 24-hour hotline, **623-932-1716**, for job listings. Goodyear accepts applications only for open positions. The Human Resources Office is located at 190 N. Litchfield Rd. Phone 623-882-7752. TTY 623-932-6500. **EEO/M/F/V/H/D.**



## Cowboy Codey Sez:

**"Weeds . . .  
We Don't Want Them"**

With all the rain we have received in the past few weeks, the weeds are growing fast. Remember that allowing weeds to accumulate and grow over 6 inches tall is a code violation.

But even more important, yards or fields of weeds become a major fire hazard when those weeds dry out. Cowboy Codey urges you to voluntarily remove any 6" or taller weeds in your yard or on an empty lot you own. If you are ordered by our Code Compliance Officer to remove the weeds and then do not follow through, the City has the right to hire a contractor to remove the weeds and charge the cost to the landowner.



## GOODYEAR CITYREPORT

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for the citizens of Goodyear

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